

Management

# **Mastering Data** Governance in **Retail with Unity Catalog:**

A Complete Guide to Unified,

Secure, and Compliant Data



Modern retailers generate massive volumes of information—from product catalogs and customer profiles to transaction histories and supply chain data—spread across multiple platforms and teams. Without a centralized governance layer, this data quickly becomes fragmented, making it difficult to maintain accuracy, ensure compliance, and extract real-time insights. The cost of poor data management is staggering: according to Gartner, organizations lose an

average of \$12.9 million each year due to bad data—a figure that hits retail particularly hard, given the industry's reliance on rapid, data-driven decisions. For brands balancing personalization, operational efficiency, and regulatory compliance, the lack of a

unified data governance framework can mean missed sales opportunities, higher operational risks, and eroded customer trust. Unity Catalog provides a single, secure, and centralized way to govern data, manage permissions, and

# **Game-Changer for Retail** Unity Catalog is more than just a governance tool — it's a centralized, fine-grained control system for all your retail

Why Unity Catalog is a

track lineage across the entire retail data ecosystem.

data, regardless of where it resides in your data lakehouse. By consolidating governance into a single layer, it helps retail organizations overcome the fragmentation and inconsistencies that plague traditional data management.





## same, accurate data set.

Single Source of Truth for Product & Customer Data

**Granular Access Control & Security** 

Control who can view, modify, or share sensitive data such as customer PII

orvendor contracts, ensuring compliance with GDPR, CCPA, and other

Seamlessly share governed datasets with partners, franchises,

or third-party analytics vendors without losing security or

No more juggling multiple, siloed systems for SKUs, pricing, and customer records. Unity Catalog ensures everyone—from merchandising teams to marketing—works off the



### data they use for demand forecasting, personalized recommendations, and performance analysis.

Data Lineage for Trust & Transparency

data privacy laws.

compliance.

chain optimization.

**Key Retail Use Cases** 

Unity Catalog empowers retailers to unlock the full business value of their data with unified, intelligent

of Unity Catalog

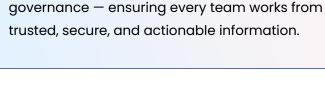
**Cross-Platform Data Sharing** 

Track how product, sales, and customer data changes over time, so teams can trust the



#### By organizing and governing data efficiently, Unity Catalog accelerates Al-driven initiatives like dynamic pricing, personalized promotions, and supply

**Faster Analytics & Al Readiness** 

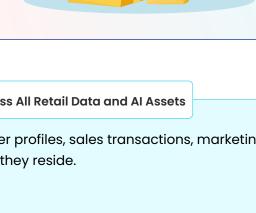


Apply consistent governance across

structured data (sales, inventory),

Enterprise Governance: Standardize Across All Retail Data and Al Assets Unify governance for product catalogs, customer profiles, sales transactions, marketing analytics, and Al models – regardless of where they reside. **Benefits:** 

unstructured files (product images, receipts),



2. Scale access control for thousands of stores

audit readiness.

and teams using attributes and automation.

and Al assets (demand forecasting models).

laws.

Centrally manage compliance for GDPR, 4. Reduce operational overhead with a single CCPA, and industry-specific data privacy pane of glass for policy enforcement and

Give merchandisers, marketers, supply chain managers, and store ops teams quick

Trusted Discovery: Empower Every Retail Stakeholder

access to the right, high-quality data. **Benefits:** 

1. Auto-curated discovery surfaces the most

SKU-level inventory to customer lifetime

trusted, high-impact datasets - from

report the same sales numbers.

Al-powered documentation and tagging

4. Conversational AI tools let business users

explore data without needing SQL expertise.

add rich business context.

Consistent, governed metrics ensure store managers and e-commerce teams

value metrics.

**(v)**:≡ Quality Monitoring: Keep Retail Data Fresh and Reliable Prevent costly errors caused by stale pricing, inaccurate stock counts, or broken customer segmentation pipelines.

Monitor data health with freshness,

data or AI pipelines break.

completeness, and anomaly detection.

Quickly assess downstream impact when

partners without losing control.

Trace lineage from POS systems to executive

3. Avoid vendor lock-in with

work across platforms.

open sharing standards that

Build trust by displaying quality insights

alongside every dataset.

dashboards.



Benefits:

# Secure Collaboration: Work Seamlessly Across Retail Ecosystem

Share governed data with suppliers, marketplaces, franchisees, and delivery

campaigns without exposing

2. Use secure data clean rooms

to collaborate on joint

raw customer data.

- **Benefits:**
- Track consumption trends across stores, Link lineage to compute and storage usage to regions, and business units. identify cost-saving opportunities.
- at the right time. Without a unified governance framework, even the most data-rich retailers risk making

4. Enable data product owners to measure and

communicate the value of data to business

**Conclusion** 

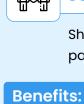
Unity Catalog changes the game by providing a single, secure, and transparent layer for managing all retail data assets—across channels, geographies, and business units. From improving personalization to ensuring compliance, it empowers retail brands to unlock the full value of their data while reducing risk

Retailers who embrace Unity Catalog today are laying the foundation for tomorrow's Al-driven, customer-first experiences. The longer you wait, the harder it becomes to catch up with competitors who are already turning data into a growth engine.

> Let our experts help you design and implement a Unity Catalog framework that unifies governance, accelerates insights, and fuels growth.

Ready to take control of your retail data?

Book a consultation today



across clouds and business

1. Share governed data and Al

assets using Delta Sharing

Data Observability: Maximize ROI from Retail Data Optimize analytics and Al investments by aligning usage with business value.

leaders.

3. Monitor governance adoption and policy compliance from a single UI.

In retail, data is a competitive weapon—but only if it's trusted, secure, and accessible to the right people decisions on outdated or inaccurate information.

and operational inefficiency.